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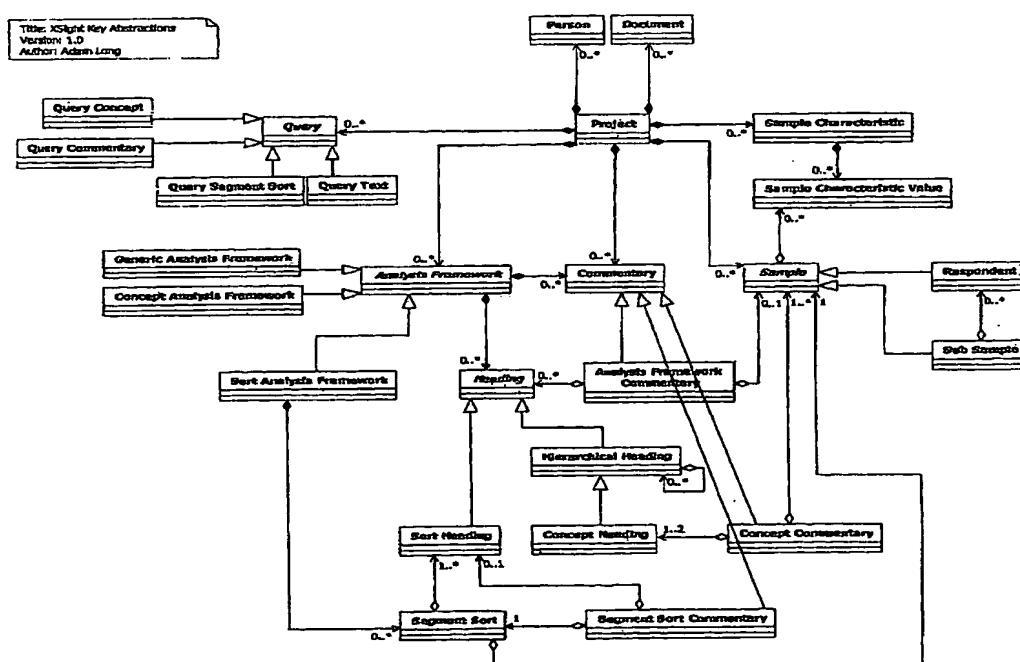
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(54) Title: **QUALITATIVE DATA ANALYSIS SYSTEM AND METHOD**



(57) Abstract: The present invention relates to the field of qualitative data analysis. In one aspect, the present invention relates to a system, method and schema relating to the analysis of data collected in commercial research projects, such as group discussions and in-depth interviews.



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